

### Abstract of the Disclosure

The invention is of a unique method and system for efficiently configuring, accessing, and furnishing of customized information about one or more objects from a database to one or more venues, each directed at particular audiences, where the audiences each have a different assigned status, based on the nature and quantity of information that is appropriate to make available to them. In order to customize the information, the total information about the object is conveniently divided into data subsets, and each venue is only permitted access to certain subsets of the information, based on rules pertaining to and associated with the particular venue. Moreover information about certain objects can be selectively screened off from certain specified venues.